



# Green Ribbon Commission Meeting

Public Education and Outreach Strategy Presentation  
November 14, 2005



### Agenda

- Review best practices approach
- Review guiding principles and goals
- Present recommendations on outreach approach
  - Audience analysis
  - Audiences
  - Message strategy and approach
  - Public education and outreach timeline
- Consider possible public education scenarios
- Next steps



### Best Practices Review

- Ongoing Web, literature, press review
- Targeted phone interviews
- Review of visuals and other materials
- Analysis of campaigns to inform GRC approach



### Best Practices Findings

- Standard: Behavior change through information and empowerment
- Varying messages and audience strategies
- Focus on environment, doing the right thing
- Geographically based broad-reach promotional campaigns: \$300,000 - \$500,000
- Single purpose projects: Up to \$100,000
- Large national media campaigns: up to \$8 million



### Best Practices Notables

- One Day (Vancouver BC)
- One-Tonne Challenge (Canada)
- The Climate Change Show (Canada)
- Cool Portland (Oregon)
- Local public education campaigns
  - Flexcar's Job Access Program
  - Clean Car Campaign





### One Day (Vancouver)

- Community-oriented website; events; spokespeople; supermarket; “open-source” feel
- Lifestyle messaging; taking small steps
- Strategic decision not to focus solely on climate
- Climate Leaders Council - business leaders
- Research and strategy development: \$90,000
- Public outreach: \$100,000 - \$200,000
- Earned media: valued at \$300,000
- Plan to do paid media, have not launched

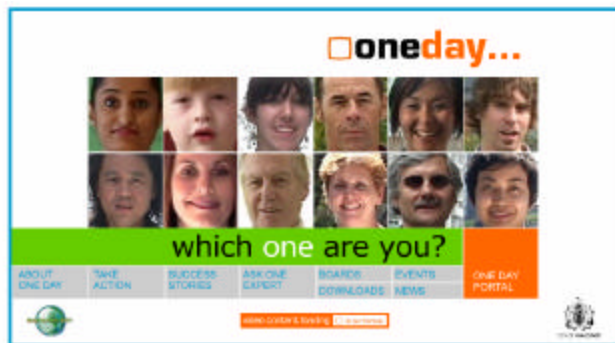


## GREEN RIBBON COMMISSION OUTREACH STRATEGY

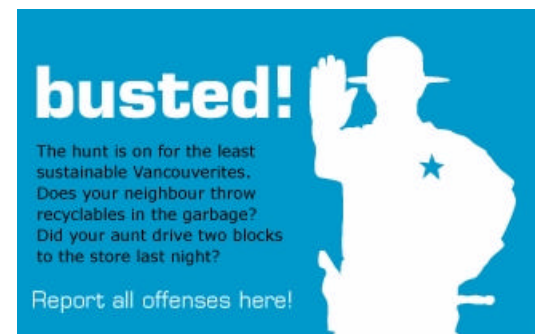


### One Day (Vancouver)

 onedayvancouver.ca  oneday...



HOME | PORTAL | ABOUT | TAKE ACTION | BENEFITS | STORIES | BOARDS | DOWNLOADS | CALENDAR | NEWS | CONTACT





### One Day – Strategic Implications

- Promotes quintessential “Vancouver lifestyle”; less focus on action steps
- Strong branding elements; positive messages more inclusive vs. alarmist and enforcement
- “One Day” targeted focus misses mainstream opportunity

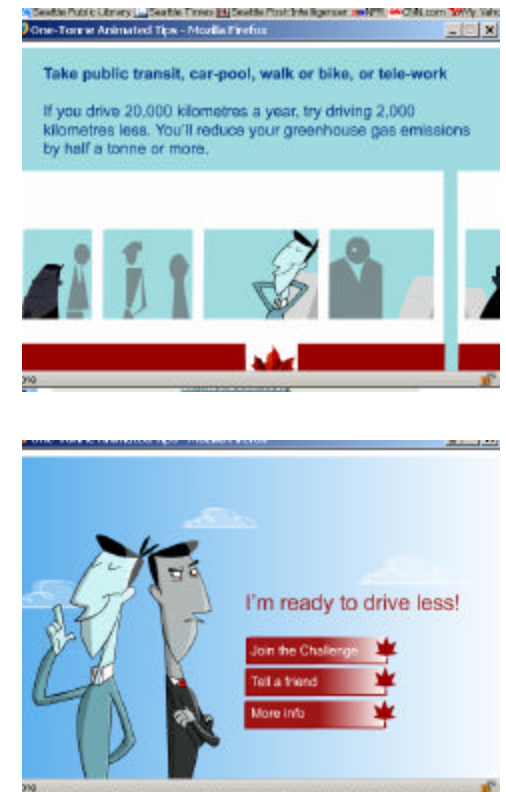




## One-Tonne Challenge (Canada)

- Funded by the Government of Canada's Climate Change Action Fund Public Education and Outreach Program
- Nationwide public-education campaign to reduce household CO<sub>2</sub> emissions by 20%, or one ton

## One-Tonne Challenge (Canada)





## One-Tonne Challenge – Strategic Implications

- Represents a bold vision and inspires a sense of national responsibility around climate
- Has a creative and fluid feel, engages the grassroots
- Lack of unifying elements beyond name; fragmented
- Dark realities of climate change presented are out of sync with positive approach



## The Climate Change Show (Canada)

- Strong presentation of the science of climate change
- Seeded by government and foundation funding
- Create awareness as to the seriousness of the climate change issue
- Show and characters make issue more approachable
- Focus on positive steps being taken to minimize environmental impact





## GREEN RIBBON COMMISSION OUTREACH STRATEGY



### The Climate Change Show (Canada)

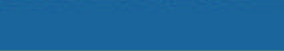






## The Climate Change Show – Strategic Implications

- Strong strategy to brand climate protection in a friendly way
- Very interactive
- Appealing use of humor and whimsical imagery
- Engaging imagery not supported by tone or messaging
- Very heavy on science, less so on vision
- No solutions to reach beyond climate concerns



### Cool Portland

- Groups organized around step-by-step workbook vs. ad vehicles
- “Low-Carb Diet” to reduce CO2 emissions
- Easily measured results of personal behavioral change
- 92 households; 7 months; 6,300 pound household reduction in CO2 emissions
- Focused on communicating progress
- Very limited commitment of funds



## GREEN RIBBON COMMISSION OUTREACH STRATEGY



# Cool Portland



### LOW CARB DIET A 30 DAY PROGRAM TO LOSE 5000 POUNDS

Save the Planet, Save Energy, Save Money

#### INTRODUCTION

Global climate change is *the* major environmental threat facing our planet. The scientific findings that the Earth is warming are no longer controversial. The Intergovernmental Panel on Climate Change, composed of the world's leading climate change scientists, estimates that due to human activities global temperatures will rise 2.5° to 10.4° F by 2100.

This will cause flooding, severe weather patterns including droughts, heat waves, famines and hurricanes, decreased forest health, and the spread of

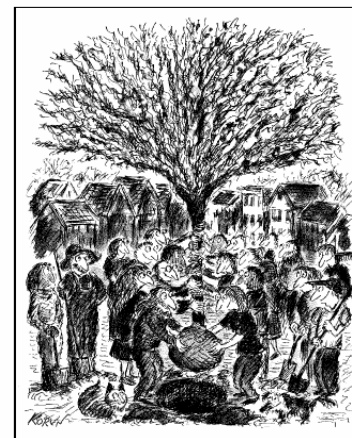
Concerned about the effects of Global Warming?  
Care about the livability of our city and region?

Come to the launch of the

### Cool Portland Campaign!

Learn more about this pioneering program that will help Portland become a model city in addressing global warming!

- Find out how to calculate your impact on global warming.
- Learn how to go on a 'low carb diet' (reduce your carbon dioxide output).
- Inspire others to take action.
- Discover what global warming means to our city and region.





## Cool Portland – Strategic Implications

- Peer-to-peer communication vs. top-down communication
- Measurable results, but modest scope
- No visible mass media
- Communicating progress helped sustain support
- At this time, no commitment of public funds for larger effort





### Flexcar's Job Access Program



- Introduce the benefit of carsharing to a job-seeking, lower-income audience
- Provide a much-needed service to “Job Access” audience.
- Transit and online advertising, printed materials, traffic-targeted radio, community events, organizational outreach
- Budget: \$200,000 - \$300,000



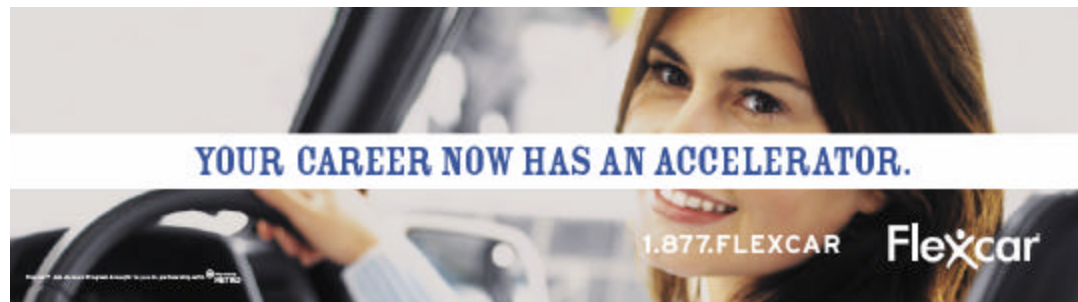




## GREEN RIBBON COMMISSION OUTREACH STRATEGY



# Flexcar's Job Access Program





# Clean Car Campaign

- Targeted messages to day-to-day concerns
- Early progress generated momentum
- Audiences tightly targeted to meet limited resources
- Non-traditional supporters like auto dealers, *Spokesman Review* Editorial Board, cities and public health groups broadened appeal
- High-profile leaders were recruited early, proved key



## GREEN RIBBON COMMISSION OUTREACH STRATEGY



# Clean Car Campaign



FRIDAY, JANUARY 22, 2005

Robert D. Rosellini  
looks back



## Strict car emission rules look likely

Dealers protest, but California  
limits have legislators' support

BY EYLE ARNOLD  
F-1 reporter

OLYMPIA — Washington is likely to join California and six other states in adopting tighter vehicle emissions standards, despite protests from auto dealers.

The proposal, which is drawing strong support in the Legislature, would require the state to adopt the tougher regulations starting in 2009. By 2016, all new cars sold in Washington would have to comply with

### WHY CHANGE IT?

"Air pollution levels routinely measured in the state of Washington continue to harm public health, the environment, and the economy. Air pollution causes or contributes to premature death, cancer, asthma, and

**Wait. There's hope.**



First it feels like taking out a second mortgage to fill up your tank.

Then car makers say they can't make cars we want to drive and make them use less gas - or they will charge us a small fortune.

Think it's time people got together and said "enough?" It's happening. Community leaders, scientists, teachers, parents and others are standing up and demanding cars in Washington state that (1) look just as sexy and drive just as fast as the models now on the road, (2) burn a lot less gas and (3) churn out less from the exhaust pipe.

People in California demanded it and the automakers finally had to give it to them. The cost? Your gas savings cover it and then some.

**cleancarswashington.org**

The right cars for our Northwest way of life.





# Recommended Guiding Principles

- Sustained change requires a positive motivation and a strong vision
- Early wins and demonstrable progress are important to create and sustain support
- Behavioral change requires sustained communications and encouragement, and the city needs to enlist external resources to assist
- Effort should balance the need to tailor work for Seattle's success with the opportunity to provide national leadership to over 187 cities throughout the U.S.



## Goals

- Create a bold and exciting vision
- Develop tangible action items for behavior change
- Position public as City's partner
- Leverage financial resources as much as possible
- Create model campaign to serve as national example
- Develop GRC report as a communications tool in and of itself





# Audience Analysis

- Reviewed proposed recommendations for Seattle's Climate Action Plan presented 9/22/05
- Analyzed metrics to explore opportunities
  - avoided GHG emissions from city recycling program
  - city corporate emissions
  - per capita residential energy use
  - proportion of non-SOV trips, vehicle miles traveled
  - population living in pedestrian-oriented neighborhoods
- Resulted in audience recommendations that would lead to greatest overall impact
- Prioritized audiences to ensure cost efficiencies



### Target Audience Strategy



- Cluster audiences based on desired outcomes
- Focus where we can get biggest results
- Educate audiences that have been overlooked in traditional “environmental” campaigns
- Big business not traditionally assumed to be part of the “sustainable economy”





# Audiences



Tiered audiences based on timing and resource allocation

- [Primary] Drivers
- [Secondary] Business community
- [Tertiary] Household energy consumers





### Primary Audience: Drivers

- In keeping with Mayor's "Center City Seattle strategy," supports focus on downtown and the nine adjacent neighborhoods projected to provide over 22,000 new housing units and 50,000 new jobs by 2024
- Immediate, broad communication opportunity
- Behavior-shift challenge; high reward
- Reward those currently engaged in "good practices"
- Teachable and actionable moments
- Raising consciousness about mobility (beyond single-occupancy vehicles)



## Secondary Audience: Business Community



- Community leaders (key influencers, thought leaders, mainstream, top 50 employers)
- Investment companies with opportunity to seed the growth of sustainable businesses
- Real estate developers (business case for green building, smart growth, transit, etc.)
- Leverage cooperative dollars to extend budget







### Tertiary Audience: Household Energy Consumers

- Partner with City Light and PSE to determine best approach
- Longer-term communication opportunity, particularly as other “non-clean” energy communities begin to follow Seattle outreach model
- Teachable moments can be more complex
- Not as immediate as car drivers



### Message Strategy



- Use research to develop understanding of key audiences' attitudes about a better future for Seattle
- Develop messages and visuals that show recommendations as part of a better future
- Use SPU and City Light successes with behavior change to inform our approach





### Message Strategy (continued)



- Leverage high gas prices and national security concerns for support of positive action
- Look for teachable moments to leverage messaging
- Increase impact by offering a model for the 187-plus other cities that have joined Seattle in this commitment





# Public Education and Outreach Timeline

- Research and message refinement (Months 1 and 2)
- Partnership development (Months 3 and 4)
- Implementation and public outreach (Months 5, 6, and beyond)





### Research and Message Refinement (Months 1 and 2)



- Research (focus groups)
- Refine messages and overall communications plan according to research results
- Develop benchmarks for progress, based on messages and overall plan





### Partnership Development (Months 3 and 4)

- Inspire vision of livability that transcends climate protection
- Galvanize support of base (environmental community, bicycle and pedestrian advocates, public health community)
- Create partnerships with business community



### Implementation and Public Outreach (Months 5 and 6)

- Draft recommendations release
- Public input period with community activities
- Public education campaign launch (paid media, grassroots, organizational outreach)
- Other opportunities





## Public Education Campaign Scenario A

- Budget recommendation (\$200,000 to \$500,000 for initial phase roll-out)
- Targeted on narrow audience: drivers and downtown business leaders
- Modest reach and frequency, limited impact on mainstream audiences
- Two of the following: Transit, radio, targeted print advertising, direct mail, viral marketing strategies (citywide direct mail campaign can cost up to \$150,000)





## Public Education Campaign Scenario B

- Budget for public-interest advertising program (\$500,000 to \$1.5 million for initial phase roll-out)
- Greater reach and frequency
- Drivers, business community, energy consumer
- Impact on mainstream audiences
- Transit, radio, broad-reach print advertising, cable television, direct mail, *and* viral marketing



### Next Steps through 2005

- Development of research plan
- Present draft plan to GRC Outreach Subcommittee
- Refine communications plan based on final GRC recommendations
- With GRC Outreach Subcommittee, engage Outreach Strategy Team representing key community stakeholders
- Develop communications-savvy report for public consumption